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SERVICE

USDA'S REPORT TO CONSUMERS

UNITED STATES DEPARTMENT OF AGRICULTURE · OFFICE OF INFORMATION · WASHINGTON, D.C. 20250

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NUTRITION ON THE MOVE

PROCUREMENT SECTION
CURRENT SERIAL RECORDS

Bringing Word On The Basic Four Foods. An exhibit trailer, equipped with a full line of audio visual and other teaching aids by the Minnesota Agricultural Extension Service, is bringing word on good nutrition to the homemakers of Minnesota. Within the mobile nutrition education unit are facilities for showing slides, filmstrips, motion pictures, and overhead transparencies. It includes a public address system and contains a complete conference center with chalkboard, flannel board, projection screen, and other visual aid features. The 10 x 30-foot trailer, which can accomodate 20 people comfortably, is carpeted, air conditioned and heated, and sports a tiny kitchen. Primary purpose of the trailer is to bring information on good nutrition and on the Expanded Food and Nutrition Education Program to low-income families. Present plans call for the trailer to be parked for periods of two to four weeks adjacent to supermarkets, neighborhood houses, schools, and wherever the desired audience can be found. The unit is manned by Extension Program Aides who live in the communities where the trailer is parked.

SMALL TOWNS BECKON TO MANY

FHA Can Help Urbanites Get There. Some city families would be willing to give up the hustle, bustle, and noise of the city for a home in the countryside. But, for many who want to move, there is a lack of opportunity to obtain home financing. Now residents of urban areas who plan to relocate in rural communities of under 10,000 population can apply for housing loans from USDA's Farmers Home Administration. Before, only families already living in rural communities could apply. The loans, which are limited to families who are unable to obtain financing from other sources, may be used to build new homes, purchase building sites, buy existing homes, remodel and upgrade rural dwellings, and build rental housing projects. Eligible urban families who want to get close to nature -- or at least closer than they are now -- can apply for rural housing loans at one of the 1740 FHA offices, located primarily in county seat towns.



WELL, TAN MY HIDE

Hot Item On The Fashion Scene. USDA scientists may or may not have had hot pants in mind when they developed two processes for making leather washable and leather dyes wash-fast. But colorful, leather hot pants -- completely washable -- have resulted from their work. Recently, the largest U.S. chamois tanner announced a new line of leather, based on the glutaraldehyde tanning process developed by USDA's Agricultural Research Service. This process allows leather to retain its softness and prevents its shrinking after washing. A company in Great Britain, using the same tanning process, has advertised washable leather garments enhanced by the use of wash-fast leather dyes in fourteen colors. The process for the leather dyes is another feather in the washable-leather caps of the USDA scientists. Besides hot pants, washable leather is being made into other casual wear such as shorts, shirts, and golf gloves. Before buying leather garments, be sure to check the label for washability and washing instructions. One tip is to keep your hot pants cool -- wash in cold water.

MOVING?

Send The Label. Be sure to send along the address label from SERVICE if you are moving, changing your name, or otherwise altering your mailing address. Having the label enables us to make the proper changes more quickly and accurately.

ONE FAMILY'S FOOD

USDA Help and Self-Help. Could you feed nutritious meals to a family of five, and five other family members who are fairly regular weekend visitors, for nine weeks on less than \$12 a week? The Alfred Cheek family of Shawmut, Alabama, found that they could -- with help from USDA's Commodity Distribution Program and the advice of local and county home economists. The USDA food program provides low-income families with a food supply to supplement what the family can provide for itself. It is not designed to offer a total diet. With the cooperation of the Cheek family (who needed USDA assistance when Mr. Cheek suffered an accident and was unable to work), a food cost study was made to investigate how much more food was needed to be purchased to meet a family's nutrition requirements. During the nine-week study, the Cheek family kept expense records of food they needed in addition to the donated foods -- cheese, milk, fruit juices, some canned meats and vegetables, and staples. Mrs. Cheek used the recipes and menu-planning assistance of professional nutritionists, fresh vegetables from the family garden, and \$107.26 in food purchases to serve her family varied and interesting meals. As the study progressed, the Cheek family even started to cut their extra food costs as they became more observant of the types of purchases they were making.

GIVE A HOOT

New Anti-Pollution Symbol. Smokey Bear, the symbol of forest fire prevention, has a new friend. He's Woodsy Owl, and like Smokey, a creation of USDA's Forest Service. Woodsy's thing is anti-pollution and his slogan is "Give A Hoot -- Don't Pollute." His job will be to help the Forest Service protect and manage the nation's forest land and related resources through an educational campaign for improvement of our environment. Woodsy Owl is a fantasy symbol which will appeal to all ages. He's dressed for the job in Robin Hood attire -- dark green trousers and peaked cap with a feather. Woodsy will be around a lot in the near future -- on posters, in magazines and newspapers, and on TV. Look for Woodsy Owl and heed his message -- don't you pollute!

HOW TO PICK AND PAY

To Make A House Your Home. Selecting a home for the family has always been a problem for the Family of Man. (Is the cave dry or drafty? How's the view from the treetop?) Today, shelter problems are different but are still with us. (How can a family get the type of housing it wants and needs at a reasonable cost? Should we rent or buy?) A recent publication prepared by U.S. Department of Agriculture economists can help you with these decisions. "Selecting and Financing A Home" helps you analyze your housing needs and lists guidelines for estimating the amount a family can afford to spend on housing and related costs. For the prospective home buyer, the booklet suggests how to select a house and judge its location and neighborhood. It describes types of home mortgage loans, sources of such loans, how to apply, and offers suggestions for holding down mortgage costs. Mortgage terms and closing procedures are explained and several tables give information on various interest rates. Copies of "Selecting and Financing A Home" (G-182) are available for 15 cents each from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

NEW ENTREE ENTERS SCHOOL LUNCH

Lunch In A Can. A canned entree method of providing hot lunches in schools -- specifically those in low-income areas -- was recently approved by the U.S. Department of Agriculture. The lunches consist of individual-sized cans of combination food (stews, beans and franks, spaghetti and meatballs, etc.) one-half pint of milk, bread, a fruit or vegetable, and in some instances, additional protein-rich food, to meet all the requirements of the Type A Lunch. The entrees are heated in the cans in inexpensive ovens and served to the children directly from the cans, along with the rest of the lunch. The low-cost of the method, the simplicity of the program, and the fact that the program can be used for at-desk feeding makes it attractive for schools with no kitchen facilities or cafeterias. Schools using the canned entree method, which was developed and tested at St. John's College in Philadelphia, Pennsylvania, can receive cash reimbursement and donated food assistance under the National School Lunch Program.

SMILE, YOU MAY BE ON SATELLITE CAMERA

Sensing The Earth, Remotely. Instruments and techniques developed for the space age are unlocking vital secrets of our planet. One of these developments, the technology of remote sensing, is being used by scientists of the U.S. Department of Agriculture to put agriculture into orbit. This will be especially true with the scheduled launching in 1972-73 of an earth resources satellite. Remote sensing -- a way of getting information about things from a distance -- can help pinpoint many agricultural problems -- such as the current corn blight situation -- and reveal undiscovered resources of planet earth. It can help in better management of our environment and in insuring a supply of food and fiber for the U.S. and the rest of the world. According to a USDA study, remote sensing from satellites could provide much of the data required for land use studies. A new USDA filmstrip and slide series, "Remote Sensing: A New Look at Agriculture," gives a far out look at agriculture in the space age. These visual materials would be especially useful for science classes, youth groups, and other educational activities. The filmstrips can be purchased for \$5.50 from the Photo Lab, Inc., 3825 Georgia Avenue N.W., Washington, D.C. 20011. Slide sets are available for \$11.00 from Photography Division, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. A record with audible and inaudible frequency tone to change the 40 slides automatically is available from either source for \$3.00.

NOW THAT THE WEDDING IS OVER

Here Are Some Thoughts On Food. The newlyweds are at home now that the wedding and honeymoon are over. She keeps the house clean and cooks the meals -- and may go back to her full-time job. Right away she discovers that the shower and wedding gifts do not include all the tools and utensils she needs for a convenient, well-equipped kitchen; and right away both she and he discover that "current expenditures" must cover food for two. Help in stocking the kitchen and the pantry and in keeping within their food budget is available in a USDA booklet, "Food For The Young Couple" (G-85). It can be ordered for 15 cents a copy from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

PLENTIFUL FOODS FOR JULY

Think Turkey. You no longer need wait until Thanksgiving Day to serve turkey. Now you can give your family the bird any season of the year -- even in July. This month turkeys top the Plentiful Foods and they are even joined on the List by cranberry sauce and juice -- very American dishes to accompany your patriotic activities in July. Other Plentifuls for July are eggs, fresh plums, watermelons, rice, frozen and fresh salmon, and fresh vegetables, particularly tomatoes, cucumbers, sweet corn, cabbage, celery and carrots. For August the foods you can look for on the Plentiful Foods List include wheat products, fluid milk, peanuts and peanut products, summer vegetables, plums, fresh pears, broiler-fryers, and cranberry sauce and juice.

MAKE ROOM FOR MUSHROOMS

A Nation of Mushroom Lovers? Maybe so. Growers of the fungi are expanding their subterranean beds to keep up with tremendous demand. Prices have been rising.

WHEN IT'S LILAC TIME

Away Up North. A new, free-flowering lilac has been released by USDA to nurserymen for commercial propagation. Because of its hardiness in extra cold weather, USDA horticulturists suggest that the new lilac, named Cheyenne, be grown in northern States where some lilacs are damaged by the severe cold. The Cheyenne reaches a height and spread of about 8 feet with dense and symmetrical growth. The highly fragrant flowers are a distinct and delicate shade of light blue -- different from most other lilacs. In Cheyenne, Wyoming, where seedlings were evaluated by USDA horticulturists, the plants bloomed in early June. Lilac-lovers can look for Cheyenne to be commercially available within the next two years.

SERVICE is a monthly newsletter of consumer interest. It is designed for those who report to the individual consumer rather than for mass distribution. For information about items in this issue, write: Lillie Vincent, Editor of Service, U.S. Department of Agriculture, Office of Information, Washington, D.C. 20250, or telephone DU8-5437. Please include your zipcode.